

**SAN PEDRO HISTORIC WATERFRONT
BUSINESS IMPROVEMENT DISTRICT (PBID)
390 West 7th Street
San Pedro, CA 90731**



October 19, 2016

Ms. Miranda Paster
Management Services Division
Office of the City Clerk
City of Los Angeles
200 N. Spring Street
Room #395
Los Angeles, CA 90012

**Re: San Pedro Historic Waterfront District
3rd Quarter Report –
July - September 2016**

Dear Ms. Paster:

As required by the contract with the City of Los Angeles for management of the **San Pedro Historic Waterfront District BID**, submitted herewith is the 3rd Quarter Report for 2016 that summarizes the organization's activities for that period. BID activities pursuant to contract #C-121683 were initiated during this Quarter following the City's adoption of City Council File Number 12-1041.

**3rd Quarter Activities
Administrative**

During the third quarter, the SPPOA had three board meetings on July 6th, August 3rd, and September 7th, 2016.

Visitor & Ambassador Services

Public Safety Ambassadors continue to patrol the District on foot, bicycle and motorized scooter daily from 10:00AM until midnight (Sun-Thurs) and until 2:00AM (Fri-Sat).

We continue to operate the tourism kiosk at the Battleship IOWA Museum and provide them with collateral materials. This quarter, we completed a revised visitor's map for LA Fleet Week that lists all the businesses in the district and provides a trolley map.

This quarter, we continued our 2016 Cash Card Program. In 2015, 24 businesses were listed on the cash card. In 2016, 39 businesses are participating. The "cash cards" are redeemable at District restaurants and shops.

During this quarter, we continued our expanded trolley program with the grant from the Port of Los Angeles. The expanded program that started on the first week of May (Mother's Day Weekend) ended on October 6, 2016. For this expanded program, the SPPOA received a \$90,000 sponsorship, to be divided over two fiscal years. As part of the program, we leased two additional trolleys to add to the two trolleys that the SPPOA owns. The trolleys carried approximately 20,000 passengers. Over LA Fleet Week weekend on September 2nd – 5th, the trolleys carried approximately 5,000 passengers.

Sanitation & Beautification

Streets and sidewalks are swept seven days per week. During this work all street trash receptacles are emptied and trees wells freed of litter and pet waste. This service is provided for a fee by a local non-profit sober living house. We also pressure washed all sidewalks this quarter.

Alley cleaning and bulky item removal is conducted Monday – Friday. This non-profit, Clean San Pedro also provides landscape services and graffiti removal. During this quarter, Clean San Pedro worked an average of 210 hours per month.

Marketing, Promotions & Special Events

This quarter, we continued our social media marketing campaign on Facebook and Instagram. Significant improvements were made in scheduling posts in advance.

San Pedro was selected to be the host of the inaugural Los Angeles Fleet Week which will take place every Labor Day weekend. The SPPOA participated in planning meetings and was responsible for moving thousands of visitors during the four-day event.

As part of LA Fleet Week, the SPPOA hosted an LA Fleet Week Welcome Party on Thursday, September 1, 2016. For this event, we closed 6th Street to allow the area to be pedestrian only. The block party consisted of two stages with an array of entertainment throughout the evening. We estimate that approximately 2,500 attended the event.

PBID continues to promote and fund live entertainment every 1st and 3rd Thursday of the month. This quarter, we received a \$50,000 Department of Cultural Affairs grant which was used to program a diverse selection of entertainment. Funds from this grant will be used to program First and Third Thursday, the LA Fleet Week Welcome party and other events next quarter.

This quarter, we also assisted the promoter of Hot Import Nights (HIN) Car Show in obtaining the necessary permits for this event in the heart of the San Pedro Business Improvement District. The event was held on September 24, 2016 and attracted about 5,000 attendees.

Please let me know if you have any questions.

Sincerely,

Lorena Parker
Executive Director

cc: Rick Scott, Office of the City Clerk